Manitoba

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Leisure and Aging in Manitoba

A Report to Culture, Heritage and Recreation

by Mark S. Searle

Recreation Studies Program
Faculty of Physical Education
and Recreation Studies
University of Manitoba

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LEISURE AND AGING IN MANITOBA

EXECUTIVE SUMMARY

A REPORT TO MANITOBA CULTURE, HERITAGE AND RECREATION

BY

MARK S. SEARLE
ASSISTANT PROFESSOR
RECREATION STUDIES PROGRAMME

FACULTY OF PHYSICAL EDUCATION AND RECREATION STUDIES
THE UNIVERSITY OF MANITOBA

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2.0 INTRODUCTION

Since the end of World War II, the leisure services system in Canada has expanded at an unprecedented rate. However, this expansion of services was dominated by a concern for youth. With the end of the baby boom in the late 1960's several other changes began to occur. People were living longer, medical care was improving and the median age of the population was getting older. For the first time in 1971, demographers classified Canada as an aging society with more than 8% of its total population over 65 years. The number of individuals aged 55 and over were increasing markedly. A comparision of Manitobans aged 55 and older in 1961 and 1981 showed an increase of 6.9%.

Despite the changes in societal composition, leisure service organizations continued to focus on young people. This was eventually recognized as an oversight and since the late 1970's and early 1980's leisure service organizations, not unlike many other human service organizations, have begun to adapt their services, programs and facilities to meet the growing demands of an aging population.

Why study leisure and aging in Manitoba? It is one of means through which some of the myths and unfortunate stereotypes of aging can be challenged and eliminated. Also, leisure has become recognized as an increasingly important source of life satisfaction. Therefore, understanding leisure and its role among older Manitobans will provide a sound basis for the development of realistic policies and programs.

This report was commissioned by Manitoba Culture, Heritage and Recreation to achieve the following objectives:

1. To identify patterns of leisure behaviour.
2. To assess the level of satisfaction with current leisure behaviour.
3. To identify activities desired but not participated in and explore the possible barriers to participation.
4. To assess attitudes toward lesiure.
5. To assess the differences in objectives one through four based on various demographic variables.
6. To provide a foundation for the effective development and delivery of community leisure services for individuals aged 55 and older.

Value of Leisure in Modern Society

The world we live in has been characterized as a pluralistic one with ever-changing and evolving values. The values and attitudes that once were uniform have been altered or eliminated. The dominance of the Protestant work ethic is waning, in at least as much as a balanced lifestyle that incorporates leisure is seen as desirable. Freedom, generated by the democracy we live in, the affluence we enjoy and the changes in social mores, has created a society in which leisure has increasingly more meaning.

In social terms, leisure has significance for each individual as it is through leisure that many social activities are enjoyed and indeed help

shape the leisure experience. This is also true for fitness, mental health, and other needs that each person seeks to satisfy.

In economic terms, leisure is a significant force when one weighs expenditures for leisure products (e.g. sporting goods, recreational vehicles, games, etc.), travel, hospitality, and experiences (e.g. water slides, camping, bus tours, etc.) among others against the costs of providing such goods. Recent studies conducted in Ontario and Alberta suggest enormous contributions to the provincial economy through leisure.

In recent times, leisure has been given more attention and grown in importance for public policy-makers. This has no doubt been due to some of the factors mentioned above.

Leisure is no longer something that only children care about or have. It is a desired commodity among the general population. However, there are factors that mitigate against successful leisure and those need to be addressed. Similarly, needs and wants continually evolve and change which requires ongoing service adjustments and new understanding.

Implications For Conducting This Study

In light of the increasing numbers of Manitobans over 55, the increasing median age, longer lifespan, and the growing importance socially and economically of leisure, major challenges lay ahead for those who work in this or allied fields. Thus, this information would allow for more

effective targeting of programs and perhaps some alleviation of the pressures and problems confronting an aging society.

It was important that a comprehensive study, such as this one, address the issues of participation, favourite leisure activities, differences in leisure activities from earlier periods in the life of the subjects, reasons for participation, satisfaction derived from participation and attitudes toward leisure. In addition, it was seen to be important to assess what barriers may exist that prevent participation, what are the travel patterns of the elderly and in particular why do they choose to travel, and what leisure equipment is available to them. All of these subjects have been reported in the literature to some extent. However, while this provided a basis for the design of this study, the development of public policy and resultant programs for Manitoba (the ultimate aim of this research) required specific information regarding the people to be affected by such policies and programs.

The following is a summary of the methods and key points found through the research with some tables to highlight those findings and a brief discussion of some of the implications. Readers interested in the detailed report should contact Manitoba Culture, Heritage and Recreation.

3.0 METHODOLOGY

The purpose of this research was to establish baseline information on the leisure behaviours, attitudes and barriers to participation among Manitobans aged 55 and older. The age 55 was selected as opposed to 65 for two reasons. First, the leisure services professional community is charged with the responsibility of providing opportunities for the whole the population and little is known about those in the adult population generally and even less among those in the transition from a work or child-centered career with a spouse to that of a retired, single or childless lifestyle. Secondly, as one author noted, the aging process begins much earlier than 65.

Sample

The population for this study was all Manitobans aged 55 and over living in Manitoba and not in a nursing home, psychiatric institution or acute care facility. In order to reach this population a two part sampling procedure was employed. A non-random sample of 884 Manitobans aged 62 and older was drawn from among those respondents to the 1983 Aging in Manitoba Study who had indicated a willingness to participate in further research. An analysis of the data revealed no systematic bias among those willing participate and those not. It was hoped that by using this group the return rate would improve as past results from mail questionnaires have been inconclusive with this age group. A stratified

random sample of 400, 55-62 year olds was drawn from the records of the Manitoba Health Services Commission to make up the rest of the sample.

Instrumentation and Data Collection Procedure

A questionnaire, titled "A Public Opinion Survey On Leisure" was used to collect these data and contained 25 questions with 140 items. The questionnaire had three sections. The first addressed the general rates of participation of the respondents over the preceding twelve months in some 25 categories plus an 'other' category where the respondent could write in their activity if it did not appear elsewhere.

Section two contained questions two through ten that addressed favourite leisure pursuits, reasons for participation, activities most often done at age 40, travel patterns, attitudes toward leisure, involvement in organized programs, barriers to participation, access to leisure equipment and satisfaction with leisure.

Section three examined the socio-economic variables of the individual respondent.

The data were collected through a mail out, mail return questionnaire during February and March, 1986. The respondent was sent a letter of transmittal explaining the study and a self-addressed, stamped envelope for the return of the completed survey. The respondents were sent a reminder, after the first mailing and a second mailing was sent to all non-respondents two weeks after the reminder card had been sent.

4.0 FINDINGS

The original sample of 1284 was reduced by 99 which were returned due to incorrect address, illness, infirmity, or death. This left an effective sample of 1185. Of this total, 632 were returned complete and in useable form. This represented 53.3 % of the effective sample.

A Demographic Profile

The sample was comprised of 268 males (42.9%) and 356 females (57.1%). The age range of the sample was 55 to 86. Those under 65 years represented 44.6% of the sample and those 65 and over, 55.4%. The mean age was 67, the median was 66 and the mode was 56.

Respondents were mostly married (67.3%). However, 18.8% were widowed, 10.3% were single, and 3.7% were separated or divorced.

There were 46.9% of the respondents who indicated that their formal education had ended before the completion of high school. Another 22.8% reported that a high school diploma was their highest education. The total number of respondents with more than a high school education represented 30.2% of the sample. These data reflected higher than average education levels when compared to census figures.

Occupations were varied and were grouped using the categories from the 1983 Aging in Manitoba Study. The most common occupation after housewife (29.4%) was a professional position (13.8%), which may in turn

account for the rather high number of graduate degrees present in the sample. This was closely followed by individuals employed as skilled labourers (12.9%) and sales and services (12.8%). Farmers accounted for 10.3% of the respondents. These findings were different from those found in the census data.

There were 30.5% of the respondents who reported having a physical disability of some kind. Among those, 82.8% reported that the disability restricted their participation in leisure-time activities.

The sample was comprised of 62.7% retirees and 37.3% of individuals not retired from the work force. Most respondents (70.0%) had their own transportation which they used to participate in leisure-time activity. Public transportation was used by 9.6% and family members were relied upon by another 13.1% in order to attend leisure-time activities. There were a few who walked (.3%) and some who simply did not get out to attend leisure-time activities (7.0%).

Most of the respondents lived in single family dwellings (82.0%). The remaining ones were distributed among attached houses (3.2%), apartments (10.1%) and apartments restricted to people above a certain age (4.5%). In addition, most of these people had lived in their present home for more than 10 years (69.5%). There were 11.8% residing for 6-10 years, 9.7% for 3-5 years, and 9.0% less than 2 years. More telling was the fact that 88.4% had lived in or near the same community for more than 10 years.

Respondents were distributed throughout the province with Winnipeg being the most heavily represented area. The results were: Winnipeg, 47.9%; Parkland, 8.2%; Interlake, 7.4%; Westman, 14.2%; Central 13.1%; Eastman, 6.4% and Norman, 2.8%. The response from the Norman region was particularly disappointing since an effort had been made to increase the sample size in that region.

Despite the fact that 32.7% of the respondents were single, widowed, separated or divorced only 23% were living alone. Households with two adults comprised 54.1% of the respondent group. Households with three adults were 14.4% of the sample and 8.6% of the households had 4 or more adults.

Among those who reported their income the results were: less than 10,000, 17.7%; 10,001-15,000, 23.9%; 15,001-20,000, 16.9%; 20,001-30,000, 16.9%; 30,001-40,000, 11.2%; 40,001-50,000, 6.1%; and more than 50,000, 7.2%. Finally, the respondents were asked to assess their health at the present. The results were: Excellent, 17.4%; Good, 51.6%; Fair, 25.5%; Poor, 4.6%; and Bad, .8%.

From this information it was clear that the respondents represented a good cross-section of the community-based elderly in Manitoba, with the exception of education levels and occupations which were above average. Users of this information should, as a result, find a substantial degree of confidence in the application of the findings.

4.1 Leisure Behaviour Patterns - General

The first part of the questionnaire addressed the issue of frequency of participation of Manitobans 55 and over in 25 different activities. The respondents were asked to check the frequency with which they participated in each of the activities over the course of the preceding 12 months. The response categories were 'not at all', '1 - 10 times', '11 -30 times', '31 - 50 times' and '51 or more times'. Table 1 represents the results from that question with column one identifying all those participating at least once (thus including the scores from the succeeding three columns).

Among the activities done most often, those closest to home and with the easiest degree of access were dominant. For example, the watching of a live event was the only activity among the top ten that required any special preparation and only it, shopping and picnicking were usually done outside the home or its immediate vicinity. Moreover, most of the top ten activities were social and passive in nature although some activities could be more vigorously pursued if one desired (e.g. walking). It was also apparent that most of these activities required little expenditure of income.

The more active pursuits and those requiring more preparation comprised the bottom 15 rated activities. Outdoor activities with the exception of picnicking and gardening were quite low on the list with birdwatching

(15th), boating (20th), horseshoes, lawndarts and ring toss (23rd) and lawnbowling (25th).

Creative and cultural activities seemed to be grouped in the latter half of the list. It was interesting to note that visiting libraries, art galleries and museums was done by more than half the respondents (54.8%) while crafts, hobbies and art activities which were often considered more popular activities among this age group, were reported by less than half.

Volunteering was an activity in which many in this age group participated either as a member of an organization or by contributing where they perceived a need. It was important that this contribution be noted as 38.5% participated in voluntary activity more than ten times in the past year.

Several patterns emerged from an analysis of current participation compared to selected socio-economic variables (age, income, gender, retirement status, health status, education, region, and marital status). Among passive activities (e.g. listening to music/watching television, visiting friends and relatives, reading and writing) there was little effect of rising age on participation. However, when this was contrasted with more physical pursuits (e.g. sports, physical exercise and walking) and outdoor activities (e.g. gardening, boating, and camping) there was a noticeable drop in participation with increasing age. Similar results were found between retirees and

Table 1

Participation Rates of 25 Activities Done Most Often

	% Participating at least once in the past year	% Participating 11-30 times	% Participating 31-50 times	% Participating 51 or more times in the past year	% not doing at all
1. Visiting friends and relatives	99.3	15.5	16.0	61.4	.7
2. Listening to music, watching T.V., or listening to the radio	99.0	7.9	9.5	77.0	1.0
3. Shopping	97.8	13.3	18.4	55.2	2.2
4. Reading	97.1	12.9	13.0	64.1	2.9
5. Walking	92.6	20.8	13.3	45.3	7.4
6. Gardening	79.8	16.7	16.4	30.9	20.2
7. Table games or cards	77.3	19.2	12.9	21.7	22.7
8. Writing (e.g. letters, stories)	73.6	20.1	11.2	12.6	26.4
9. Watching a live event	70.7	14.0	3.6	4.5	29.3
10. Picnicking	62.7	9.7	3.2	1.6	37.3
11. Participating in physical exercise or activity not related to sport	61.1	14.8	8.3	19.0	38.8
12. Participating in volunteer work, clubs, community affairs, etc.	60.4	14.9	7.9	15.7	39.6
13. Going out to theatre, shows etc.	56.2	9.5	1.1	1.2	43.8
14. Visit libraries, art galleries or museums	54.8	7.5	4.3	3.2	45.2
15. Birdwatching	47.4	11.4	5.1	10.4	52.6
16. Participating in craft activities	44.3	9.3	6.1	18.2	55.7
17. Participating in art activities	38.5	6.5	3.5	3.6	61.5
18. Engaging in individual or team sport	35.8	8.0	5.8	11.3	64.2
19. Participating in hobby activities	32.6	8.1	4.6	7.9	67.4
20. Boating, canoeing or sailing	29.2	6.0	2.1	3.5	70.8
21. Playing a musical instrument or singing	27.7	5.9	3.7	9.8	72.3
22. Camping	24.1	5.4	2.0	3.4	75.9
23. Horseshoes, Lawndarts or Ring Toss	22.8	4.7	.9	.7	77.2
24. Taking lessons or formal instruction	16.8	3.7	.9	1.5	83.2
25. Lawnbowling	5.1	1.5	.6	1.1	94.9

N=632

non-retirees with the latter group generally participating more. It was also true that those in good or excellent health participated in greater numbers than those who were in fair to poor health, with few exceptions.

Creative and cultural activities did not show a consistent pattern with some (crafts and writing) increasing among the older respondents and some being entirely mixed (hobbies, art activities and playing a musical instrument).

In virtually every case the higher the income reported, the greater the rate of participation. This was even true for those activities that have little cost associated with them. The only activity to clearly have the reverse trend was participation in craft activities. Upon closer examination it was those in the lowest income category that were the most severely affected.

Differences based on gender tended to be rather minimal. Overall, the males had higher participation rates in 17 of the 25 activities. However, in many activities the differences were not great suggesting that gender may not be that strong an indicator for decisions surrounding the provision of leisure services.

The distribution of respondents within each region participating in the 25 activities did not vary unusually except in three cases. Physical activity participation was lower in the areas outside Winnipeg than it was in Winnipeg (although the differences were not statistically

significant). Second, the residents outside of Winnipeg were more inclined to volunteer than those in Winnipeg. Third, playing a musical instrument or singing was more frequently done in areas outside of Winnipeg (with the exception of the Interlake).

The relationship between education and participation was consistent. The higher the education, the higher the rate of participation. A similar consistency was found between those married and not married. Walking, writing, volunteer work, crafts, hobbies and lawnbowling were more frequently engaged in by those who were single (includes widowed, separated and divorced). The remaining activities all had higher rates of participation among those who were married.

4.2 Differences in Current Leisure Activities and Those Participated in at 40 Years of Age

A direct comparison of the two lists of activities by percentages could be misleading since the questions used two different formats. Question one on current activities listed all of them and response categories. Question two asked the respondents to list the three activities they did most often at age 40. Thus, the salient comparisons were made on the relative rankings of the activities and not the rates of response. Table 2 shows the top 20 activities done at age 40 compared with those done currently, by rank. The principal differences were more physically demanding and generally less passive or sedate activities at age 40 than those done currently.

Despite some of the more dramatic changes (e.g. sport, outdoor pursuits, crafts) the participation frequency in many activities remained fairly constant. That is not surprising since most studies of the general population's leisure behaviours have reflected those activities closest to home, with the greatest access and least cost. Indeed, among the top ten activities done at age 40, only four would be necessarily pursued outside the immediate home environment. This compared to three among the current set of most frequently engaged in activities.

4.3 Favourite Leisure Activities

The questions about favourite leisure activity sought to determine those most popular in warm seasons (May through September) versus those most popular in cold seasons (October through April). Given the rather lengthy winter which inhabits Manitoba this distinction seemed important. It also seemed that such a distinction would be more feasible for leisure service agencies given the nature of their planning cycles. The results of the favourite warm and cold activities are reflected in Table 3.

Perhaps the first item to mention is the difference between those activities preferred and those done most often (as reflected in Table 1). Secondly, the warm weather preferences showed a definite proclivity for outdoor pursuits such as gardening, hunting and fishing, camping, going to the cottage or lake, relaxing outdoors and picnicking. There was little desire for the passive activities that dominated the list of

Table 2

Comparison of Activities Done at Age 40 and Those Done Currently by Relative Rank

Current Activities	Activities at Age 40
1. Visit friends and relatives	1. Individual or team sports
2. Listen to music/watch T.V.	2. Reading
3. Shopping	3. Gardening
4. Reading	4. Craft activities
5. Walking	5. Hunting or fishing
6. Gardening	6. Visit friends or relatives
7. Table games or cards	7. Walking
8. Writing	8. Camping
9. Watching a live event	9. Physical activity not related to sport
10. Picnicking	10. Table games
11. Physical activity not related to sport	11. Listening to music/watch T.V.
12. Volunteering	12. Attend socials/pubs
13. Going out to the theatre	13. Play an instrument or sing
14. Visit libraries, art galleries or museums	14. Travel
15. Birdwatching	15. Participate in clubs
16. Craft activities	16. Picnicking
17. Arts activities	17. Hobbies
18. Individual or team sports	18. Volunteering
19. Hobbies	19. Go to the theatre
20. Boating, canoeing or sailing	20. Go to cottage or lake

activities most often done. Indeed, the warm seasons found the respondents seeking quite active pursuits in terms of those they prefer to do.

Third, the cold weather list showed a marked increase in passive and indoor activities which would be expected given the climate of the province. Reading, crafts, listening to music/watching television, table games, hobbies and visiting friends or relatives were all activities that can be done in and around the home. Fourth, there was also increased demand for sports and physical exercise in the cold seasons compared to warm seasons. The final difference of note concerned the relative absence of creative or cultural activities among those listed during the warm seasons. During the cold seasons there was an increased desire for such activity represented by crafts, hobbies and playing an instrument or singing.

The differences in favourite warm weather activities by category compared against selected socio-economic variables indicated a number of differences. Notably, only physical exercise declined in popularity with age, although the differences were not statistically significant. Outdoor pursuits increased with age until the 75 and over category and then dropped sharply. Sports, while most popular with those under 65, was also more popular with those 70 and over than those between 65-69. Passive pursuits, travel, social activities and creative and cultural activities increased in preference with increasing age.

TABLE 3

A Comparison of Favourite Activities in Warm and Cold Seasons

	Warm Seasons	Cold Seasons
1.	Gardening (24.2%)	Reading (18.8%)
2.	Sports (12.8%)	Sports (17.2%)
3.	Hunting or fishing (8.1%)	Crafts (13.0%)
3.	Walking (8.1%)	Listening to music/ watching television (11.2%)
5.	Camping (5.7%)	Physical exercise (6.0%)
6.	Physical exercise (5.4%)	Table games or cards (6.0%)
7.	Go to cottage or lake (5.2%)	Walking (5.6%)
8.	Outdoors/ relax (3.7%)	Hobby (5.6)
9.	Travel (3.5%)	Visit friends or relatives (2.4%)
10.	Visit friends or relatives (3.4%)	Travel (2.2%)
11.	Pleasure driving (3.2%)	Hunting or fishing (1.8%)
12.	Reading (2.7%)	Play an instrument or sing (1.6%)
13.	Listening to music/ watching television (1.7%)	Watch a live event (1.4%)
13.	Picnicking (1.7%)	Shopping (.9%)
15.	Hobbies (1.3%)	Participate in clubs (.9%)
15.	Watch a live event (1.3%)	Bingo (.9%)

Income served to provide some explanation of the preferences for outdoor activities, sport and travel. The lower the income the greater expressed preference for outdoor activity. In the case of travel, the greater the income the greater the preference although this was not a straight linear trend. Sports was also preferred more by those in

higher income categories. The other categories of activity did not reveal a consistent pattern.

Substantive differences between males and females were indicated with males preferring sports and travel while females preferred physical exercise and social activities. Those who were retired preferred outdoor pursuits, passive activities, travel and social activities more so than those who were not retired. Not surprisingly, among those with fair to bad health, passive, social and creative and cultural activities were more preferred than by those in excellent or good health. Interestingly, those in the poorer health categories also expressed a greater preference over those in better health for outdoor activities. The only regional variation showed that Manitobans outside Winnipeg preferred outdoor activities more than those in Winnipeg.

Physical exercise and sports increased in popularity with increased education. Preference for outdoor pursuits and social activities decreased with higher education. Travel preferences increased with education but not in a linear pattern.

The results from marital status comparisons revealed that married individuals preferred outdoor activities, sports and passive pursuits more than those who were single, widowed or divorced or separated. While actual participation did not vary considerably by marital status, preferences for activities did.

Favourite cold weather activities were also examined by selected socio-economic variables. As indicated earlier this set of activities demonstrated a definite preference for passive and indoor pursuits. When compared to age, the findings parallel some of those from warm weather results.

Physical activity and sport participation dropped with age while preference for passive activities increased with income. Men expressed greater preference for sport, physical exercise, outdoor pursuits and travel while women expressed greater interest in the other activities. These significant results suggested a far more stereotyped image of leisure behaviour than that found in warm weather favourite activities.

Those who were not retired preferred more passive activities, sports, physical exercise and to a lesser degree outdoor pursuits and travel. Those with excellent or good health preferred sports, physical exercise and travel compared to those with fair to bad health. The respondents in poorer health more often preferred passive, creative and cultural, social and outdoor activities.

When regions outside Winnipeg were combined and compared to Winnipeg, the results indicated that more Winnipeg respondents preferred sports than rural respondents. Clear patterns based on education did not emerge except those with high school or more than high school education had greater preference for sports and physical exercise. Marital status revealed that those who were single, widowed, divorced or separated

showed less preference than those who were married for passive activities, sports and physical exercise. The reverse was true in all other cases.

In summary, the differences among those expressing their preferred warm season activity seemed best explained through variation in income, gender, retirement status, self-assessed health status, education and marital status. Gender, self-perceived health status, and marital status provided much information regarding the reasons for participation in cold season activities along with age, education and region although these latter three to a lesser extent. Whereas, actual participation rates were mostly explained through age, income, retirement status, self-assessed health status, education and to a lesser degree region of residence.

Reasons for participating in warm season favourite activities provided some explanation with regard to the motivations of Manitobans 55 and older. Table 4 describes the overall percent of individuals stating that a particular reason was somewhat, definitely or very important and it describes in the right hand column those describing the reason as very important.

The reasons for participation in the favourite activity reflected an interesting set of motivators. First among those rated somewhat, definitely or very important, there was the top two (to relax and to be in pleasant surroundings) which reflected a desire for certain degree of

tranquility. The next two, physical exercise and change of pace, suggested a desire for activity and stimulation, both physical and mental. To be with others and to be with family, which followed, presented the need for affliation. The next two (sense of accomplishment and improve skills or knowledge) reinforced the desire for stimulation. To escape boredom, for excitement and to be creative all were lower order needs that would not likely be prime motivators for people to participate. The final reason, to be alone was consistently ranked low.

The overall scale, while informative to a point, tended to blur some distinctions. To be with family moved from sixth to first on the very important scale compared to the summed scale. To enjoy a change of pace was important but not as important as first suspected given the overall score. The rest of the scores remained fairly stable with "to relax" dropping to fourth from first, suggesting it was important but not to the extreme suggested.

The socio-economic variables that influenced the reasons for favourite leisure behaviour in the warm seasons were gender, self-perceived health status and marital status.

The reasons for cold weather activities were somewhat different compared to those in the warm seasons. The rank and paercent associated with each reason are reflected in Table 5.

Table 4

Rank Order of Reasons for Participating in Favourite Warm Season Activities

Reason ranked by % indicating it was somewhat, definitely or very important.	Reason ranked by % indicating it was very important
1. To relax (88.3%)	1. To be with family (44.6%)
2. To be in pleasant surroundings (88.2)	2. To be in pleasant surroundings (42.5)
3. For physical health or exercise (84.0)	3. For physical health or exercise (33.1)
4. To enjoy a change of pace (82.4)	4. To relax (31.7)
5. To be with others (80.2)	5. To be with others (29.7)
6. To be with family (79.2)	6. For a sense of accomplishment (26.4)
7. For a sense of accomplishment (73.2)	7. To escape boredom (24.1)
8. To improve my skills or knowledge (71.7)	8. To enjoy a change of pace (21.6)
9. To escape boredom (62.9)	9. To improve my skills or knowledge (17.3)
10. For excitement (58.8)	10. To be creative (16.2)
11. To be creative (56.2)	11. For excitement (11.3)
12. To be alone (41.8)	12. To be alone (5.2)

Table 5

Rank Order of Reasons for Participation in Favourite Cold Season Activities

Ranked by % indicating very, definitely and somewhat important	Ranked by % indicating very important
1. To relax (78%)	1. To be with family (31.9)
2. To be in pleasant surroundings (71.0)	2. To relax (27.3)
3. For a change of pace (70.4)	3. For physical health or exercise (24.2)
4. To be with others (70.1)	4. To be with others (23.6)
5. To develop skills or knowledge (67.2)	5. To be in pleasant surroundings (22.7)
6. For physical health or exercise (66.0)	6. To escape boredom (21.2)
7. For a sense of accomplishment (65.3)	7. For a sense of accomplishment (20.6)
8. To escape boredom (65)	8. To escape harsh weather (20.2)
9. To be with family (64.2)	9. To develop skills or knowledge (17.5)
10. For excitement (53.5)	10. For a change of pace (16.0)
11. To escape harsh weather (52.1)	11. To be creative (13.8)
12. To be creative (48,7)	12. For excitement (10.6)
13. To be alone (32.3)	13 To be alone (3.3)

Table 5 depicted that being alone was not seen as a reason for participation whereas nearly half of those indicating family was important stated that it was very important. Being with others was also quite high and was consistently ranked.

Overall, there was drop in the intensity with which all reasons were rated for cold weather pursuits. This reinforced the fact that the passive and indoor activities that required little preparation or energy and reflected little in the way of different stimuli, took over both in popularity and actual participation during this time frame. These activities seemed to be accompanied by less substantial interest and feeling. It was not hard to perceive this as television, radio, reading and other home activities are so commonplace that participation in them does not usually elicit much emotion.

The importance of reasons declined slightly with increasing income, were inconsistent by age, and were generally more important for those in good health than those not. Males and females differed in their reasons for participation with females stating 'to be in pleasant surroundings', developing skills or knowledge, 'a sense of accomplishment', 'being with family', 'escaping harsh weather', and 'being creative' as more important than males. Differences based on marital status, education, and region were not significant.

4.4 Satisfaction With Current Leisure Behaviour

A programming issue that leisure service personnel have been concerned with is the satisfaction derived from participation. In this study, a nine question set of satisfaction statements were asked with a four point scale for responses. The response categories were: never, sometimes, often and always. Overall satisfaction scores were: 23.4%

(148) highly satisfied; 67.9% (429) partially satisfied; and 8.7% (55) not satisfied. Increasing age, decreasing income, being female, not retired, in fair or bad health, having less than high school education and not married were all associated with higher rates of dissatisfaction.

4.5 Participation in Organized Leisure Programs

The concerns of many practitioners and policy-makers surrounds who uses the programs, who does not and why. This study asked subjects a series of questions about the their participation or non-participation in organized leisure services. The first question asked whether they participated in organized leisure services in their community pointing out examples such as parks and recreation departments, YWCA, service clubs, etc. Those answering yes comprised 27.9% (171) of the sample. Those indicating that they did not participate represented 72.1% (442).

A comparison of those participating and those not participating indicated that age was positively related to participation with it going up as does age. The reverse was true for income (although not statistically significant). This might be expected as individuals with higher incomes would have more commercial sector resources to use and more home entertainment. Females participated more than males in organized programs as did retirees and single persons. No other variable was statistically significant although those in better health indicated greater participation than those in fair or worse health.

Regional variations were not significant when tested as group but when regions outside Winnipeg were collapsed into one category and compared to those in Winnipeg, the results showed that more rural respondents participated in organized programs than Winnipeg respondents.

Differences in satisfaction between those participating in organized programs and those not participating were substantial and statistically significant. The results indicated that those who participated in organized programs reported higher satisfaction levels than those who did not.

The subsequent questions focused on those not participating (the 442 or 72.1% of the sample). Of those not participating, 70.4% were aware that programs and services were available in their community. The remaining 29.6% did not know of this availability. Those aware of programs but not participating indicated the following principal reasons for their decision:

1. Programs do not match their needs (33.4%)
2. Not enough time (30.6%)
3. Health (17.2%)
4. Currently satisfied (3.7%)
5. Home constraints (2.4%)
6. Other e.g. inappropriate time, not a member, too structured, cost, poor programs (12.7%)

Among those unaware of programs in their community, 40.9% stated that they would participate if some were established. The remaining 59.1% indicated they would not. Among those stating they would like to attend a program if one was available or they were made aware of its availability, the following program ideas were offered: Crafts, table games, sports, hobbies, lessons and instruction, socializing, and exercise.

Those who were unaware of program availability and not interested in participating in programs if made available, cited the following reasons for this disinterest:

1. No time (33.8%)
2. Does not meet my interests (25.8%)
3. Health (19.3%)
4. Age (i.e. too old) (8.0%)
5. Currently satisfied (4.8%)

4.6 Travel Patterns

Traveling was a major activity of the elderly as 76.5% of the respondents traveled away from their home overnight at least once in the past year. The comparison of travelers and non-travelers was done with selected socio-economic variables.

Despite the often cited significance of the relationship between income and travel, over half of the respondents in the less than 10,000 income category had travelled. Those in better health travelled more as did those with higher education. Differences among regions were significant although a test of Winnipeg compared to rural areas combined proved to be not significant. Thus, travel patterns vary among regions outside Winnipeg but not between Winnipeg and the other regions.

Of those traveling, 68.8% traveled in Canada. The differences between those traveling in Canada and selected socio-economic variables revealed that travel in Canada was not extensively influenced by age, retirement status, or marital status. Income showed certain inconsistencies within categories. However, among the sample, those in the lowest income category were the least likely to travel.

Travelers in Canada preferred destinations in the prairie provinces (38.6%) and British Columbia (27.0%). The frequency and popularity of western destinations was confirmed in the list of five most popular cities (Vancouver, 11.9%; Calgary, 11.0%; Toronto, 10.3%; Edmonton, 7.9%, and; Saskatoon, 5.3%)

The primary reasons offered for these visits were:

1. To visit family or friends (82.6%)
2. Participate in an activity (6.8%)
3. See a unique site (6.2%)
4. Just a trip/for a change (2.1%)
5. Better climate (1.5%)

Seasons of travel in Canada were, in rank order: Summer (30.1%); Fall (22.6%); Winter (17.7%); and Spring (16.7%). The remaining 12.9% indicated that their travel was during more than one season.

Among those traveling last year, 50.7% took a trip outside of Canada. This was greater among those older than among those younger in the sample and among those with higher education levels. Similar, although not quite as linear results were true for income. Winnipegers traveled more than those outside Winnipeg as did those in better health.

Destinations for those traveling outside Manitoba were well spread throughout the world. Nonetheless, the largest segment traveling outside of Canada visited the United States (75.3%). This was followed by the British Isles (8.2%), continental Europe (7.8%), and the Carribean or Mexico (3.5%).

Reasons for travel outside of Canada differed from those for travel in Canada. The primary reasons were:

1. Better climate (33.4%)
2. Visit family or friends (30.8%)
3. See a unique site (13.4%)
4. Participate in an activity (12.6%)
5. Just a trip/for a change (7.3%)
6. Vacation home (2.1%)

Seasonal variation in travel reflected the emphasis one would expect on winter given the desire to escape harsh weather. The rankings were: Winter (41.1%); Spring (18.2%); Fall (17.3%); Summer (17.3%).

4.7 Barriers to Participation

It has been increasingly understood that to increase participation it is imperative to understand what inhibits it. Therefore, one section of this study focused on whether individuals wanted to participate in a new activity and what stopped those who did.

Interest in starting a new activity, which was blocked by one or more barriers, was expressed by 28.4% of the respondents. The differences between those desiring a new activity revealed that as age decreased the desire for a new activity increased while as income, health status and level of education increased so did the desire for a new activity.

Similarly, males, those retired and those who were single (including widowed and divorced) all indicated less of a desire for a new activity. Interestingly, those with and without a disability did not differ in their desire to begin a new leisure activity. Regional variations were present in that nearly one-third of those in Westman and Winnipeg sought a new activity and 28.9% sought one in Eastman. More than one-fifth were interested in a new activity in Central and Norman regions while the least interest was in Parkland and Interlake regions.

The question also arises regarding satisfaction and interest in new activities. The results indicated that those most satisfied were the ones most likely to want to begin a new activity.

Among those who indicated an interest in an activity, the list in Table 6 reflects the individual activities grouped into categories. The respondents strongly indicated an interest in sport or physical exercise activities and also creative and cultural activities. Differences in desire for a new activity based on socio-economic variables were examined and indicated that sport was a strongly desired activity among those 70-74. Creative and cultural activities were most strongly desired by those in the 55-59 age cohort. Social activities were increasingly desired by those in the older categories.

Table 6

Activities Respondents Would Like to Start

Activity Category
1 Sports (30.8%)
2. Physical exercise (25.1%)
3. Creative or cultural activities (22.0%)
4. Social activities (8.2%)
5. Travel (6.9%)
6. Outdoor Pursuits (4.4%)

The results did not yield a clear pattern for income. However, sports were desired more by those earning 15,000 or more, while the reverse was true for physical activity. Creative and cultural pursuits were most strongly desired by those in the highest and lowest income groups.

Social activities were sought most by those in the middle income categories. Outdoor activities were not listed to any extent and travel was only notable in that the largest number of persons desiring it were in the 10,001-15,000 category.

Male respondents stated a greater desire to start sport activities and, to a lesser extent, physical exercise and outdoor activities than did females. Creative and cultural activities, social activities and travel were desired by more females than males.

Retirement status revealed that those who were not retired were more likely to want to start a new activity than those who were retired. The retirees expressed interest in initiating physical exercise programs and social activities while those not retired expressed more interest in the other activities.

Creative and cultural activities and physical exercise were desired by those in fair or poor health to a greater degree than those in better health. The reverse was true for all others.

A comparison of Winnipeg respondents with those outside Winnipeg revealed that those in rural areas would like to start sport, travel and social activities in greater numbers than those in Winnipeg. The opposite was true for physical exercise programs, creative and cultural activities and outdoor activities.

The desire for creative and cultural activities was greater among those with completed high school and still higher among those with more than high school education. Married respondents indicated a greater desire to start sport, physical exercise and outdoor activities while the opposite held true for the other three activity categories (social, creative and travel).

The ultimate issue at stake in determining that there were individuals who would like to initiate an activity but were prevented from doing so concerns the barriers. The results showed that the lack of a partner withwhom to participate was the most widely felt inhibitor of leisure activities followed by the perceived lack of opportunity near one's home. The third and fourth barriers were time related (work and family commitments). The next two barriers were lacking appropriate physical skills and the perception that the places they would participate are overcrowded. The remaining barriers (price of equipment, lack of artistic or creative abilities, shyness, don't know where to learn, physically unable, don't know where to participate, fees or charges, and lack of transportation) were perceived by less than half of the respondents. The lowest rated barrier was lack of transportation which was consistent with the fact that 70.0% of all respondents in the sample had their own vehicle.

The barriers could also be grouped to more effectively assess the types of obstacles that inhibit participation. A typology was created that

grouped barriers as follows: time, economic, external (beyond the individual's control), skills and knowledge, and personal.

Table 7 shows each of these categories by the level of impact it had on participation.

Table 7

Differences in Barriers to Participation by Category

	Time	Economics	Skills or Knowledge	Personal	External
Never a problem	43.5%	62.7%	54.2%	47.2%	43.6%
Sometimes or often a problem	56.5	37.3	45.8	52.8	56.4

The most surprising result might be considered the relatively low score for economic barriers. However, remembering that the bulk of those desiring a new activity were under 65 (57.2%) and that 58.4% earned in excess of 15,000 last year, it was not surprising to see economic factors rated lower than the others.

The barriers when compared to the characteristics of the sample revealed several patterns. First, economic barriers were seen in terms of their impact through the income variable. There was a direct and linear increase in the barriers importance with decreasing income. Similarly, although not as pronounced, skills and knowledge barriers appeared to have affected those with less income more than those with higher income.

Economic barriers were more directly felt by females than males. This was not unusual since most of the lower income groups are made up of single women (widowed or divorced). All of the other barriers were more harshly felt by women than men.

Second, time barriers were felt more by those still working while economic barriers were felt more by those who were retired as was the lack of skills or knowledge. Time was a greater problem for the healthy than the not-so-healthy.

Third, Regional variations were compared only on the basis of Winnipeg and outside Winnipeg due to the size of the sub-sample. Other than time, Winnipeg respondents felt the barriers more intensely than those outside Winnipeg.

4.8 Leisure Attitudes

Leisure attitudes were measured with an established scale, comprised of ten statements with a four point scale for responses. The response categories were "completely disagree", "moderately disagree", "moderately agree" and "completely agree".

The scores were then divided into three categories. Those with clearly positive attitudes, those with mixed attitudes (not competely positve or negative) and those with negative attitudes. The results were 24.2% scoring in the positive range, 61.9% in the mixed range and 13.9% in the negative range. Variation in leisure attitudes were examined based on

socio-economic indicators and two behavioural indicators (participation in organized activities and travel).

Results indicated that positive attitudes declined with age and that attitudes became more positive as income increased. These data also revealed that those who did not participate were, on the whole, less positive in their attitudes than those who did. Differences between other variables which appeared noteworthy were those between males and females, retired and not retired, healthy and not-so-healthy, marital status and region. Males clearly reported more positive attitudes than did females. Those retired reported more of a negative disposition than those not retired.

Interestingly, health status only revealed substantive differences among those holding negative views. Regional variations did not show a consistent pattern, however, when rural areas were combined there were noticeably more positive attitudes among Winnipeg residents. Lastly, those who traveled were decidedly more positive in their attitudes than those who did not.

The results showed that 27.3% of those desiring a new activity had positive attitudes while among those not desiring a new activity 22.7% had positive attitudes. This was consistent with previous research and supported the view that attitude change should be addressed before behaviour change can occur.

4.9 Ownership of or Access to Leisure Equipment

The respondents were asked to indicate whether they owned or had access to any of 15 different pieces of leisure equipment. The results (see Table 8) found gardening tools and photographic equipment to be available to more than half of the respondents. The rest of the equipment was available to a lesser extent.

As age increased, access to or ownership of equipment declined. The opposite was true for income. The only variation from that trend was snowmobile access or ownership. Similar to the finding with age, those who were not retired (and presumably younger) had greater access or ownership. Similarly those in excellent or good health had greater access then those in fair to bad health.

Among those relationships with significant differences, males had a greater access than females in all but one category. Art supplies were owned more by women. Ownership of snowmobiles was also more prevalent among those living outside Winnipeg and may be seen more as necessity by some than an object for leisure.

Some regional variations were clear with art supplies, tent trailers, swimming pools, racquet sport equipment, vacation homes and motor or sailboats most available to those in Winnipeg. Those with more education had more access to or ownership of leisure equipment, except

for tent trailers and snowmobiles. Lastly, those who were married had more equipment than those who were not.

Table 8

Frequency Distribution of
Ownership of or Access to Leisure Equipment

1.	Gardening tools (81.0%)
2.	Camera/photographic equipment (64.2%)
3.	Fishing tackle (46.8%)
4.	Table games (40.2%)
5.	Bicycle (36.2%)
6.	Exercise equipment (30.5%)
7.	Motorboat or sailboat (18.0%)
8.	Vacation home, vacation condiminium or cottage (17.9%)
9.	Skis (downhill or cross-country) (15.5%)
10.	Art or drawing supplies (13.1%)
11.	Tent trailer or camper (10.8%)
12.	Swimming pool (10.1%)
13.	Racquet sport equipment (e.g. tennis, racquetball, etc.) (10.0%)
14.	Trailer or motor home (9.8%)
15.	Snowmobile (7.8%)

I do not have access to or own any of the above. (6.8%)

5.0 IMPLICATIONS

The results highlighted the need for attention to a number of areas regarding leisure services for Manitobans aged 55 and older. The following list is by no means complete or comprehensive, but has been provided to highlight some key areas and stimulate thinking in the policy and program areas.

1. There appears to be an issue of equity with regard to the access of lower income elderly Manitobans to a full range of leisure opportunities. The results suggested that those with the more income have the greatest range of activities, more satisfaction and more positive attitudes toward leisure. There is a need to ascertain the full impact of income through further multivariate analyses. If the impact of income is as important as preliminary findings suggested, then this situation should be addressed to determine what could be done to improve the opportunities for those in lower income categories.

2. The effect of leisure attitude on the desire for new activities and the increased satisfaction from leisure among those still working suggest the need to address the issue of leisure educaton for the public and the associated issue of pre-retirement counseling. Through the former, there is a need to effect an attitude change that sees leisure as a valuable activity without being seen only as

recuperative activity. In this way those with an abundance of time may see using it in a different context and without the incumbent pressures for it to be time spent productively. Also, those with more leisure skills and knowledge would be less encumbered in their attempts to initiate new activities. It may also mean that retirement may become desireable for many.

In the case of pre-retirement counseling, there is less likelihood of attitude change but leisure specialists could encourage the beginning of lifestyle patterns that could be more satisfying once work ended.

3. The demand for physical activity and sport was high in nearly all circumstances. This suggests the need to consider implementing a sport policy that was cognizant of this desire and perhaps in program terms, create a senior's games.

4. Improved promotion and information delivery systems may be required. Some people not participating in organized programs were unaware of them, and lack of information or unsubstantiated perceptions of inadequate facilities were barriers to participation among those wishing to begin a new activity. However, it must also be noted that a substantial majority of repsondents were aware of programs available in the community and chose not to participate. This was due in part to the personal nature of leisure activities among this age group and perhaps in part to the programs failing to incorporate

the types of activities of interest to this population. More attention to the reasons for participation may contribute to more involvement in programs sponsored by local organizations.

5. There was some interest on the part of older women to participate in organized leisure programs and these data suggested they do participate to a limited degree. However, in this case and in several others, it becomes apparent that programs are not necessarily targeted to specifically attract particular groups. This is both a function of program design and promotion.

6. More research should be facilitated at the local level to ensure appropriate policy and program design, to improve services, and to extend the services of the organized leisure services system to those not now using them.

7. Travel promotion programs would probably best be geared to summer travelers as those traveling in the winter mostly travel out of the country in search of a better climate. The reasons for travel to be built upon are visiting family, seeing unique sites, participating in activities (which includes watching sporting activities) and providing opportunities for a change of pace.

8. The importance placed on the family as a motivation for participation and travel suggests that policies and programs that address ways to satisfy this are important. This is drawn from the

fact that if Manitobans travel to visit family, they may also encourage family to visit them. For example, travel programs could promote Manitoba as the place to come home to and to facilitate community and family reunions, a place where the whole family can have an enjoyable vacation. However, before undertaking such a promotional program, further investigation of the ability of this potential target group to travel, should be conducted.

9. Creative and cultural programs, while not highly rated individually in terms of actual participation, were rated highly in terms of cold season favourites and taken collectively were a substantial force in the lives of many. Building on this interest and its preference in the winter months, programs which could promote such activities would be popular.

10. Many respondents identified the development of skills and knowledge as a reason for their participation in their favourite activity. This should be examined along with the entire range of program objectives to see if they meet the reasons outlined here or stated locally. One of the primary reasons for not participating in organized leisure services was because the programs did not meet expressed needs.

11. The impact of climate was substantial as indicated in the differences between those activities done in the warm seasons and those done in the cold seasons. It was also apparent in the

motivation of winter travellers many of whom go out of the country. It would seem necessary that leisure service organizations address themselves to this issue through attention to program, promotion and the facilitation of transportation to and from the program site.

12. There were a large percentage of individuals in this age group who volunteer. This is an important potential source of skills, knowledge and interests for leisure service agencies to capitalize on to enhance their programs.

13. Related to the equity issue but worthy of mention as a distinct one, is that of access to leisure equipment. Clearly access was not widely available and the price of equipment and supplies was an important barrier to those seeking to initiate a new activity (these were mostly higher income earners to begin with). There is a need for leisure service agencies to examine ways for the facilitation of greater access to leisure equipment.

14. Women and men who were single, widowed or divorced tended to have less participation and less satisfaction with their leisure. This suggests that efforts may be necessary to identify these individuals and direct programs and information at them to increase their opportunity for satisfying leisure experiences.

15. Demands for physical activity while generally declining with age, were still strong and should be promoted with this age group, especially during the cold seasons.

16. Efforts should be made to reduce barriers to participation for those seeking to increase their leisure repetoire. Further, since it is clear that those most satisfied are most likely to seek out new programs, efforts should be directed at increasing the satisfaction derived from leisure experiences. This would require greater attention to needs and reasons for participation.

The results from this study indicated a relatively vibrant and active group of Manitobans. They seek challenges, not mollification. The desire for crafts should not be taken as a call for more programs to create ceramic ashtrays, beaded necklaces or mosaic trivets. Leisure services for this age group need to reflect the variety and vitality of the range of interests and motivations for participation. Old stereotypes need to be discarded and new programs and services should be developed that recognize the unique qualities, needs and desires of this growing and substantial part of the community.